

I oppose loosening the rules designed to promote and protect diversity of media ownership. These rules were adopted to ensure that the public would receive a diverse range of viewpoints from the media, and not simply the opinions of a handful of media conglomerates.

Other things to note:

- 1) "viewpoint diversity" is impossible to maintain for all practical purposes if those opining are all hired by the same five media companies.
- 2) local media, though often underfunded, largely due to competition with huge nationwide papers, are often far more effective to delivering in-depth local news stories which huge news conglomerates, AOL-Time-Warner et. al., can't get for every podunk region.
- 3) It is vital that diversity measures focus on those which are most visited, rather than the sheer number of sites; this assures that the power is really in the number of eyeballs seeing opinion X, rather than a theoretical, potential number of viewers of an opinion which is taken down by conservative ownership of media.

Please, don't do it, you fool, don't, do not, refuse.